



**WORLD TRADE CENTER®
UTAH**



WTC UTAH REQUEST FOR APPROPRIATION

Existing Funding: \$765,000 ongoing

Amount Requested:

\$912,500 (\$97,500 restoration + \$50,000 in new rural
ONGOING funding = \$147,500 increase)

\$100,000 (launching new director for rural business
ONE-TIME development)



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WTC UTAH ACCELERATES GROWTH FOR UTAH COMPANIES THROUGH OUR GLOBAL NETWORK, PROGRAMS, AND SERVICES

Empower Utah businesses to expand international sales to increase revenue and create jobs.

Attract foreign investment and facilitate international partnerships to fuel innovation and business development.

Mobilize Team Utah's international engagement to elevate Utah's global status.



GLOBAL BUSINESS SERVICES



2020 HIGHLIGHTS

TRADE SERVICES

TRAINING EVENTS	21
TRAINED	1,429
CONSULTATIONS	118
MARKET RESEARCH	24
B2B MATCHES	116

OUTREACH

94 WTC UTAH & PARTNER EVENTS **11,587** EVENT ATTENDEES **183** PRESS MENTIONS

INTERNATIONAL OUTREACH

873 INTERNATIONAL PARTNERS **90** COUNTRIES **44** OFFICIAL ENGAGEMENTS

GRANTS

94 UTAH GRANT RECIPIENTS OVER THE COURSE OF THE YEAR
\$1M+ INCREASED GRANT FUNDING FROM \$300K TO \$1,041,000 IN PAST TWO YEARS

WTC UTAH INTERNATIONAL RURAL BUSINESS DEVELOPMENT PROGRAM

Objective: Accelerate global growth for rural companies by hiring a new WTC Utah director for rural business development, to be based in rural Utah.

Rural Business Development Goals:

- Identify and provide WTC Utah services to 100 rural companies in FY22.
- Enable these rural businesses to generate \$20,000,000 in new trade opportunities.*

Funding:

- \$50,000 increase in WTC Utah's **ongoing** appropriation (in addition to the \$97,500 **ongoing** restoration) and \$100,000 one-time launch funding.
- WTC Utah will generate at least \$50,000 in private support to match the state's funding and identify local partners to provide in-kind support (office space, supplies, etc.)

Metrics:

- | | |
|-------------------------------|--|
| • \$ NTO for rural businesses | • #/\$ grant funding to rural businesses |
| • # Rural businesses served | • Written Impact Narratives |

**New Trade Opportunities (NTO) = actual + prospective sales and investment*

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